

New window curtains or venetian blinds; Feature display of new club models; Different bag display instead of the usual showing of bags hung high on the walls; Special attention to first club service treatment of the season; Neat signs, and only a few, advertising shop "special buys" or services; Chairs, if any in shop, repaired and repainted; A souvenir on the first visit, such as a practice ball bag, package of tees (if the club doesn't supply them free), or some other inexpensive gift to welcome the winter absentee "back home."

In the Clubhouse

New arrangement of furniture; Repainted locker-room; Repainted and replated showers; Full stock of toilet articles in washrooms; Lockers cleaned, repainted and repaired; Different menu sheets or covers; Veranda furniture and awnings rehabilitated; New uniforms for

the club's house staff.

Scores of details, many of which are inexpensively handled, will occur to the greenkeeper, pro, and manager and their chairmen, as affording opportunities for putting on the first act of the 1941 season at the club as a notably bright greeting.

And the new programs of club events—golf competitions and social affairs—must present novelties rather than the same old schedule with only the dates changed.

The club that doesn't make every effort to put its best foot forward when the member comes back after the dreary winter of his discontent, is taking a risk of having a member's best foot put into the backside of the department heads or the officials who were elected, because it was thought they'd put some new life into the place.

Variety Makes IBM Club Hum

By BART J. SCANLON

SIX years ago, in line with the policy outlined by its president, Thos. J. Watson, the International Business Machines Corporation opened its now famous country club to employees of the corporation in the Endicott area.

While this club is unusual in that its membership is limited to the employees of the IBM corporation and only a nominal fee of one dollar is required of its members, still the experience of the club in bringing an ever larger percentage of employees into active membership by a

varied program of activities, managed and directed by the members themselves, holds a lesson that could be studied with benefit by the management of any club.

The constant aim has been to make the club the hub around which social life and the recreational activities of the employees would center and to provide recreation for the entire family group.

The club is used by 4,300 Endicott employees and members of their families. In addition all employees of the company coming to Endicott from the far flung

The center of sport and social activities for IBM employees and their families is the club's large modern clubhouse, a two-story frame structure.



Formal opening of the new Elmcrest G&CC, Plainview, Texas, was held Monday, April 7. Construction was begun in June, 1940. This new club boasts a 9-hole bent grass green course with a central irrigation system for watering the fairways. It will be operated on a combination membership and daily-fee basis. Other facilities of the club include a swimming pool and tennis and croquet courts. There are 80 members at present, and 125 are expected by mid-April. Family membership fees are \$35 per year. Mickey Pool is pro-mgr.

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offices located in every country in the world are privileged to partake in club activities.

The high percentage of employee participation is not due solely to the low cost of membership but can be traced to the operation of two other important factors. First, a varied program of activities designed to appeal to all ages, both sexes and covering an exceptionally wide variance of interests, and second, good food at extremely low prices.

During the six-year history of the club there has been a constant expansion of these activities. There is no full time game director. Each activity is under the direction of a committee of members headed by some person with a lively interest in the sport.

40,000 Rounds Last Season

Golf remains and will continue to be the one outdoor sport appealing to the largest section of the membership. During the past season over 1,200 golfers played 40,000 rounds. (There is a 9-hole course in addition to the 18-hole layout). But the list of club activities includes archery, soft ball, bowling, billiards, boxing, skeet and trapshooting, swimming, tennis, quoits, ping pong, badminton, touch football, rifle and pistol shooting, wrestling and cards. Outdoor winter sports including skiing, tobogganing and skating have become increasingly popular each season.

Each committee has full charge of its own activity, arranging all tournaments, and is appointed by the board of governors for a one-year period. New activities must have the approval of the board.

This self-governed program of activities appealing to all sections of the membership has gradually made the club the hub around which the social and recreational activities of the members revolve. But the activities program cannot claim

the sole credit for the increase in the club membership. Providing food at prices so reasonable that they compete with home cooking is the other part of the picture.

The average luncheon check on week-days is twenty-eight cents. On Sunday, the average cost of a fried chicken dinner with vegetables, salad, beverage and dessert is forty cents. Children's checks are one half the regular price. As a result many families come to the club for dinner and spend the day. There are seldom less than 500 at dinner on Sunday.

A typical week-day dinner menu includes: fruit cocktail or soup, 5 cents, Virginia ham with salad, French fried potatoes, and vegetables, 22 cents, pie or ice cream for dessert, 5 cents, coffee, 4 cents; total 36 cents.

12,000 Meals a Month!

Do the members appreciate such prices for excellent food? The answer is found in the fact that over 12,000 meals are served in an average month. Sunday is the peak day with the huge dining room crowded to capacity. Instead of preparing a big Sunday dinner and then staying home to take care of the children while dad goes to the club, mother has the day off, too. Instead of regarding golf as a rival for her husband's attention, she plays it herself, or becomes an interested spectator.

The crowning touch was provided last summer when the club provided a playground where the children can participate in their own play program under adequate supervision.

Now let's take a look at the center of all these activities, the clubhouse. Its nucleus is a huge, rambling, two-story frame building. A local landmark with an interesting historical background, dating back to 1800, it was originally used as a tavern on a stage coach route. Because of its historical significance it was decided to preserve the original structure. In order to house properly the expanded activities of the club, three wings have been added during the six years of the club's existence.

The layout includes two large lounge rooms, a dining room capable of seating 500 people, cafeteria where golfers and bowlers can obtain snacks at any time



Prizes are awarded annually to the best marksmen in the skeet and trapshooting competition at the IBM club.

during club hours, a large kitchen, a pool and billiard room, sixteen bowling alleys, a rifle and pistol range, locker rooms and showers for men and women, golf shop, an office, a small banquet room used for private parties, meetings of club committees, and the like, a card room and a table tennis room.

The facilities of the club were put at the disposal of members of the sales force during their 1940 convention. Sleeping quarters were provided by a tent city situated on the grounds of the club and several banquets were served in the club dining room. Over 12,000 meals were served during a one-week period. The regular staff of four cooks, six waitresses and four kitchen boys had to be expanded by adding seven cooks, 72 waitresses and fifteen kitchen boys. The convention was declared to be the best ever by those who attended.

Still further expansion of the club's activities to include study and hobby groups is now contemplated by the board of governors. Suggestions from members to the board include courses in personal finance, budgeting, and homecrafts. Hobby groups in photography, knitting, and educational movies are already a reality.

Membership Fee Is One Dollar

Members pay a nominal membership fee of one dollar. Each member contributes to the club in accordance with his participation in the club activities. Fees are correspondingly low in cost.

Golfers pay 25 cents to play all day, bowlers 10 cents a game, swimmers 15 cents per day, billiards and pool players 30 cents an hour, etc.

The whole program is carried on by the IBM in no spirit of charity but in the conviction that a wholesome, healthful

recreation for each employee contributes immeasurably to building up the necessary spirit of team play and cooperation that have made the company one of the most outstanding corporate successes in the present decade.

It is reasonable to expect that the outstanding success of the IBM Country Club in building better employee relations, developing morale and providing healthful recreation for the employees of the company may be emulated by an increasing number of large corporations during the coming decade.

Four Greens Courses

Draw 350 Turfmen

GREENKEEPING short courses at Purdue, University of Chicago, Iowa State and at Minneapolis, Minn., were packed into three richly productive weeks as an important pre-season activity of golf in the north central states.

The four courses drew a total attendance of about 350. This year's courses were highlighted by more discussion than usual following the scheduled addresses, indicating that the greenkeepers came to the sessions with definite problems of their respective jobs to be considered.

The course at U. of Chicago was the initial greenkeeping school at this institution. It was arranged by the Midwest Greenkeepers' Assn. and Prof. E. J. Kraus of the U. of C. Significant of the advance made in the scientific phases of greenkeeping were Prof. Kraus' paper "The Possibilities in the Use of Growth Regulating Compounds," and Prof. A. C. Naylor's paper "The Effects of Calcium and Arsenic on the Germination and Development of Bluegrass." Pitching a couple